

DEMING AND THE MIMBRES VALLEY

THERE are now under actual construction and contracts let for \$144,800.00 worth of buildings in Deming, all of the most substantial character. Does that sound like the ordinary western boosting? Census of Deming 1911 gives the town 1864 people. About \$150,000.00 in new buildings at one time for a town that one year ago had but 1864 people. Deming had during 1911, and is maintaining in 1912 the largest per capita building average of any town in the Southwest.



Now again: \$450,000.00 worth of pumping machinery has been sold to Mimbres Valley farmers within the last 12 months.

Again: Large tracts around Deming are giving place to the five and ten and twenty and forty acre farms. Lester & Raithel are selling 480 acres near town out in 40-acre farms. The Homeplot Company has sold seventy-five ten acre farms, and has two hundred more on the market. The Little Vineyards Company has sold twenty-eight ten acre farms with water developed and has thirteen more to sell. E. W. Bauman has sold five ten acre tracts from his eighty acre tract that he placed on the market only a few weeks ago. Sam Schwing has sold 160 acres out near town in ten, twenty and forty acre tracts. From the large tract to the small tract, from the sparsely settled region to the thickly settled—that's the safe route Deming is taking to prosperity.

Take up the points which interest the homeseeker in one, two, three order: Climate, soil, water, irrigation facilities, railroad facilities, schools, churches, business advantages, profitable farming—it makes no

difference what point the homeseeker centers his attention, Deming is there first and with the best

New Mexico is famed the world over for its wonderful climate. The air is dry and balmy, the nights are cool, there is a large percentage of sunshiny days. The Mimbres Valley is the sunniest corner of the sunshine state. If there is an invalid in the family of the prospector the climate alone will draw the homeseeker to the Mimbres Valley.

The soil is of great depth and wonderful richness and fertility. Untroubled by alkalies or injurious salts, the farmer of the Mimbres Valley is assured of tremendous yields. The heavier soil is what is known as adobe; the lighter soils are sandy loam with a varying content of sand. In proximity to the river bed, there is a heavy silt loam, which is also found in various wide draws which cross the valley.

Water, the purest in America and abundant in quantity, is the chief asset of this remarkable region. This water lies in a tremendous natural reservoir protected

from evaporation within easy pumping depth of the surface. This gives the Mimbres Valley the most economic and dependable supply of water in the southwest for irrigation. It is a valley of independent water rights. The individual farmer is boss of his own ditch, he gets his water just when he wants it, he knows what to count on, he can systematize his work, he does not receive the seeds of noxious weeds from his neighbors because his supply of water originates on his own farm, he has no quarrel with his neighbor in times of water shortage—in short, the pumping system has been demonstrated to be the most satisfactory and economic method of irrigation in use in the world when conditions are practically ideal as in the Mimbres Valley.

Deming has the best railroad facilities of any town in New Mexico. Proximity to vast mining districts and railroad connection of the same, gives the Deming farmer command of the best and highest priced markets in the southwest.

The schools of Deming are easily among the first in New Mexico. Courses in manual training, domestic science, bookkeeping,

commercial law, stenography, typewriting, are offered in addition to the regular literary courses and science, and all under competent instructors. Deming pays the best salaries, and consequently gets the best teaching talent.

There are six active churches in Deming. Arrangements have just been completed by two churches in Deming to build splendid buildings, one to cost \$18,000.00, and the other to cost \$10,000.00.

Twenty-seven new businesses have been opened in Deming since January 1st last.

Is it any wonder that rival towns warn prospectors to stay away from Deming? Is it any particular courage on our part that we advise you to visit other towns first and then investigate Deming? Deming is getting the people, Deming is passing every other town in New Mexico in substantial development; Deming is fast becoming the metropolis for a vast expanse of country in Southwestern New Mexico. Deming is going ahead whether you come or not, but why not go ahead with her? If you want information, apply to the

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CHAMBER OF COMMERCE

DEMING, NEW MEXICO

SEND THIS COUPON TO THE

Secretary Chamber of Commerce, _____ 191____
Deming, New Mexico

Dear Sir:—I am interested in Deming and the Mimbres Valley and would be pleased to have you send me full information regarding the following:

MARK X TO THE RIGHT OF SUBJECTS THAT INTEREST YOU MOST

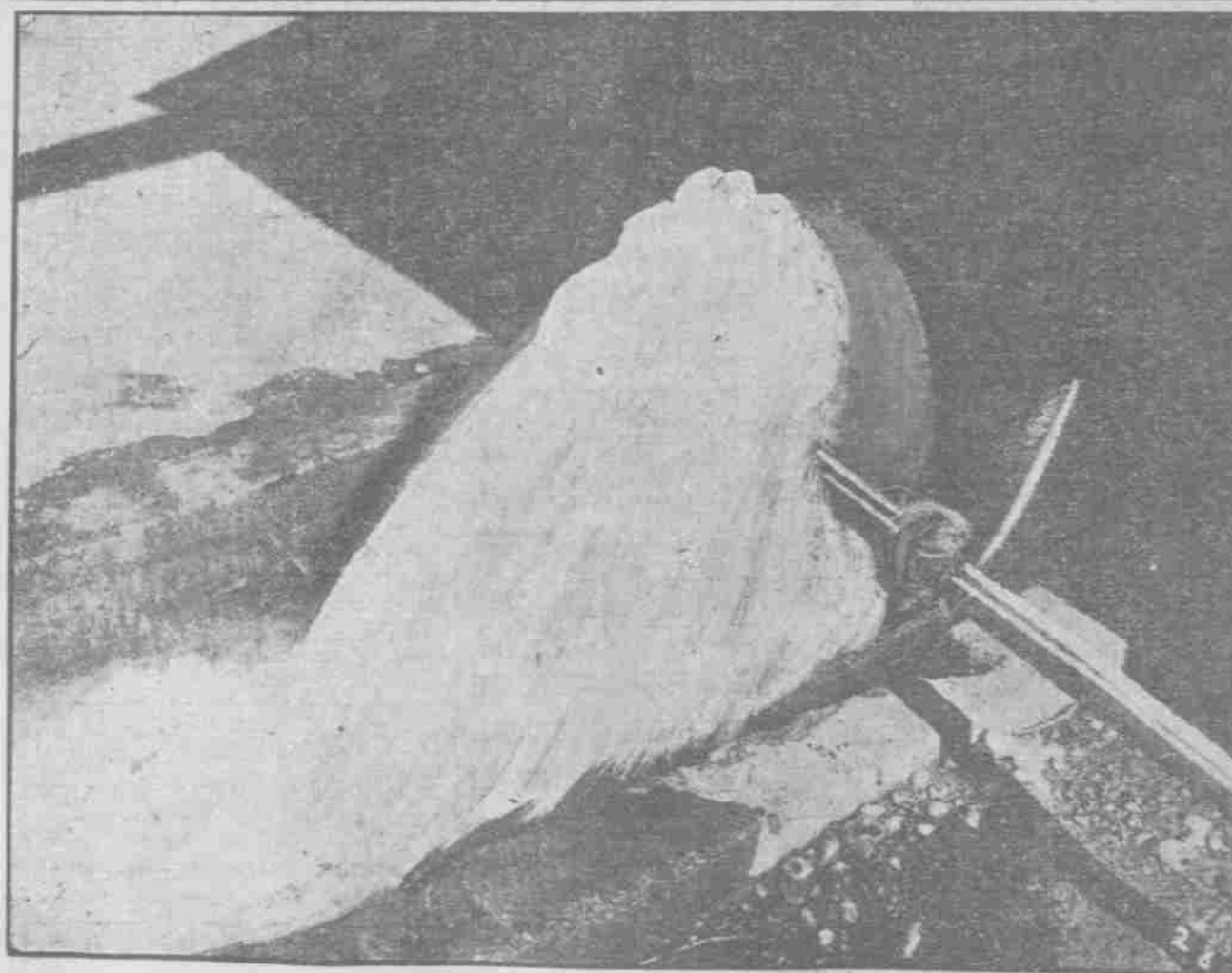
Climate	<input type="checkbox"/>	Deeded Land	<input type="checkbox"/>	Other Farm Products	<input type="checkbox"/>
Soil	<input type="checkbox"/>	Small Tracts	<input type="checkbox"/>	Mining	<input type="checkbox"/>
Water	<input type="checkbox"/>	City Property	<input type="checkbox"/>	Irrigation	<input type="checkbox"/>
Stock Raising	<input type="checkbox"/>	Garden Truck	<input type="checkbox"/>	Business Openings	<input type="checkbox"/>
Railway	<input type="checkbox"/>	Fruit	<input type="checkbox"/>	Manufacturing	<input type="checkbox"/>
Relinquishments	<input type="checkbox"/>	Alfalfa	<input type="checkbox"/>	Schools	<input type="checkbox"/>

Name _____

Street _____

Town and State _____

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